

June



National Health Observances



ODPHP

Office of Disease Prevention and Health Promotion
U.S. Department of Health and Human Services

National HIV Testing Day: June 27

One in 8 people living with HIV in the United States don't know they have it. You can help change this – spread the word about National HIV Testing Day on June 27.

HIV (human immunodeficiency virus) is the virus that causes AIDS. Many people with HIV don't have any symptoms. The only way to know if you have HIV is to get tested.

How can National HIV Testing Day make a difference?

We can use National HIV Testing Day to raise awareness about the importance of HIV testing.

Here are just a few ideas:

- Motivate teachers and administrators to talk about HIV prevention and testing in their schools.
- Encourage families to have a conversation about staying protected and getting tested for HIV.
- Work with the local news media to get a story covered about National HIV Testing Day in your community.

How can I help spread the word?

We've made it easier for you to make a difference. This toolkit is full of ideas to help you take action today. For example:

- Post an announcement on your website.
- Tweet about National HIV Testing Day.
- Host a fundraising event to support an agency that provides HIV testing in your area.
- Add the HIV Testing & Care Services Locator widget to your website and remind everyone to get tested on June 27. (<http://www.locator.aids.gov/>)

Get the Word Out

Sample Announcement for Newsletter, Listserv, or Media Release

(<http://healthfinder.gov/NHO/JunAnnounce.aspx>)

Cut and paste this text into your newsletter, listserv, or media release. Add local details and quotes from your organization.

Today, in honor of National HIV Testing Day, **[your organization]** encourages you to get tested for HIV. HIV (human immunodeficiency virus) is the virus that causes AIDS.

The only way to know if you have HIV is to get tested. Many people with HIV don't have any symptoms. In the United States, 1 in 8 people living with HIV don't know they have it.

Even if you don't feel sick, getting early treatment for HIV is important. Early treatment can help you live a longer, healthier life. Treatment can also make it less likely that you will pass HIV on to other people.

Am I at risk for HIV?

HIV is spread through some of the body's fluids, like blood, semen (cum), vaginal fluids, and breast milk. HIV is passed from one person to another by:

- Having sex (vaginal, anal, or oral) without a condom or dental dam with a person who has HIV
- Sharing needles with someone who has HIV
- Breastfeeding, pregnancy, or childbirth if the mother has HIV
- Getting a transfusion of blood that's infected with HIV (very rare in the United States)

Thanks to the Affordable Care Act, the health care reform law passed in 2010, insurance plans must cover HIV testing. Talk to your insurance company to learn more.

Free HIV testing is also available at some testing centers and health clinics.

- **[Add details about your local activities.]**
- **[Include quote from your organization.]**

For more information, visit **[insert your organization information]**.

Sample Tweets

- Today is National HIV Testing Day. Take the test, take control: Find HIV testing & services near you: <http://1.usa.gov/1xPDECu> #NHTD
 - Tweet this message: <http://ctt.ec/2Wemd>
- 1 in 8 people living with #HIV in the United States don't know they have it. Get tested: <http://1.usa.gov/1xPDECu> #NHTD
 - Tweet this message: <http://ctt.ec/f30xa>
- Check out these questions to ask your doctor about #HIV testing: <http://1.usa.gov/VqGt7l> #NHTD
 - Tweet this message: <http://ctt.ec/12tc3>
- Have you been tested for #HIV? More than half of American adults haven't. Get tested today: <http://1.usa.gov/1xPDECu> #NHTD
 - Tweet this message: <http://ctt.ec/SC1Xz>
- Start the conversation about #STD testing with your partner: <http://1.usa.gov/WVBxc0> #NHTD
 - Tweet this message: <http://ctt.ec/e66Qw>
- Help your kids make healthy decisions. Talk to them early and often about sex and your values: <http://1.usa.gov/JGHBAw> #NHTD #HIV
 - Tweet this message: <http://ctt.ec/5l237>
- Join @healthfinder and @AIDSgov in recognizing National HIV Testing Day. Find out how you can get involved: <http://1.usa.gov/X05o5u>
 - Tweet this message: <http://ctt.ec/0bp41>

E-cards

Centers for Disease Control and Prevention (CDC) E-cards

- CDC: STD Who Knew
(<http://t.cdc.gov/ecards/message.aspx?cardid=288&category=174>)
- CDC: Talk to Your Teen About Sex
(<http://t.cdc.gov/ecards/message.aspx?cardid=545&category=174>)
- CDC: STD Text Message
(<http://tools.cdc.gov/ecards/message.aspx?cardid=286&category=241>)

Web Badge

- National HIV Testing Day – Take the Test, Take Control (<http://www.healthfinder.gov/NHO/nhoBadges.aspx#HIV>)

Get Involved

Take action to raise awareness about HIV.

1. Find out about HIV testing sites and health care services in your community (<https://locator.aids.gov/>). Help promote these resources by including information in your newsletter or posting information on your website.
2. Host a community forum with an HIV educator to talk about the benefits of HIV testing and early treatment.
3. Call a local organization that offers HIV testing and ask them how you can help them spread the word about HIV Testing Day.
4. Host a fundraising event, like a run or walk, to raise money for a local HIV organization.
5. Set an example by getting tested for HIV. Encourage co-workers, family members, and friends to get tested.

Adapted from the Centers for Disease Control and Prevention (<http://www.cdc.gov/>).

Contact the Centers for Disease Control and Prevention at cdcinfo@cdc.gov for more information and materials.

Share These Resources

Health Topics

- Get Tested for HIV (<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/get-tested-for-hiv>)
- Choose the Right Birth Control (<http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/choose-the-right-birth-control>)
- Talk to Your Kids about Sex (<http://healthfinder.gov/HealthTopics/Category/parenting/healthy-communication-and-relationships/talk-to-your-kids-about-sex>)

Healthy People Topic Area

- HIV (<http://www.healthypeople.gov/2020/topics-objectives/topic/hiv>)

Personal Health Tools

- HIV Testing: Questions for the doctor (<http://www.healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/hiv-testing-questions-for-the-doctor>)
- STD Testing: Conversation starters (<http://www.healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/hiv-and-other-stds/std-testing-conversation-starters>)
- HIV Testing Site Locator (<https://gettested.cdc.gov/>)
- HIV Testing & Care Services Locator (<https://locator.aids.gov/>)

Other Resources

- HIV/AIDS (<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=412>)
- STDs (Sexually Transmitted Diseases) (<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=786>)
- Birth Control (<http://healthfinder.gov/FindServices/SearchContext.aspx?topic=203>)

Find More Information

- National HIV Testing Day
(<https://www.aids.gov/news-and-events/awareness-days/hiv-testing-day/>)
U.S. Department of Health & Human Services
- Get Tested on National HIV Testing Day, June 27
(<http://www.cdc.gov/Features/HIVtesting/>)
Centers for Disease Control and Prevention
- What Is HIV/AIDS?
(<http://www.aids.gov/hiv-aids-basics/hiv-aids-101/overview/what-is-hiv-aids/>)
U.S. Department of Health & Human Services
- HIV in the United States: At A Glance
(<http://www.cdc.gov/hiv/statistics/basics/ata glance.html>)
Centers for Disease Control and Prevention
- HIV/AIDS Podcasts
(<https://www.aids.gov/podcast/podcast-gallery/index.html>)
U.S. Department of Health & Human Services
- Get Tested for HIV
(<http://www.womenshealth.gov/hiv-aids/get-tested-for-hiv/>)
U.S. Department of Health & Human Services, Office on Women's Health
- National HIV/AIDS Strategy
(<https://www.whitehouse.gov/administration/eop/nap/nhas>)
The White House
- HIV/AIDS Awareness Days Event Planning Guide
(<https://www.aids.gov/news-and-events/awareness-days/event-planning-guide/>) U.S. Department of Health & Human Services

Tips to Plan a National Health Observance

Each National Health Observance (NHO) presents an opportunity to educate the public, energize co-workers and community members, and promote healthy behaviors. The NHO toolkits (<http://www.healthfinder.gov/nho/>) have the information and tools you need to get started.

Use the tips in this guide to plan a successful health promotion event.

Planning:

Planning is critical to the success of any outreach effort. Contact the NHO sponsoring organization several months ahead of time to request up-to-date information and materials. (Contact information for each month's sponsoring organization is provided in each toolkit).

- Consider enlisting the help of a community partner to help you plan and promote your event.
- Meet with those who will be valuable in your event coordination. To get started, sit down with potential partners, such as local businesses, local government agencies, key leaders, organizations, and media partners who share an interest in the NHO.
- Recruit volunteers, speakers, and community liaisons.
- Develop new or adapt existing materials to distribute at the event.
- Be sure to get them printed and/or copied in advance.
- Conduct a run-through before the event.

Promoting:

Develop a publicity and media outreach plan. Designate a media contact from your planning team and make sure he or she is available to answer questions and follow up on media requests.

- Start by creating a local media list.
- Use local-access television, radio, newspaper, and community calendars to promote your event.

- Post event announcements on your Web site. Encourage your partners to post similar announcements on their Web sites.
- Send a press release.
- Engage the media by offering a spokesperson from your organization or the community.
- Post flyers or posters throughout the community: on bulletin boards at local community centers, places of worship, libraries, post offices, local schools, recreation centers, clinics, pharmacies, stores, and businesses.
- Send flyers to each participating organization for distribution.

On the Day of the Event:

- Set up tables, chairs, and a check-in table prior to your event.
- Make plenty of sign-in sheets. Create a separate sign-in sheet for members of the media.
- Don't forget the refreshments!
- Make signs to direct participants and reporters to your event.

Tracking Media Coverage:

If you are distributing information to the media, plan ahead of time to track your coverage. There are both paid and free resources to track media coverage.


Free media tracking resources search for news articles based on your specific search term(s) and a date range. Some tracking services will send automatic email alerts to notify you when your event and/or keywords are mentioned.

Paid media tracking typically captures a wider range of media stories (both print and online) than free Internet search tools. Paid media tracking sources search within certain locations, news outlet types, and/or specific dates. Some paid media tracking tools offer email alerts and the ability to search archived Web and print news; they also allow users to tailor searches to obtain the most relevant media stories. Other paid media services monitor all forms of social media, including blogs, top video and image-sharing sites, forums, opinion sites, mainstream online media, and Twitter.

Be sure to share media coverage with your community partners, stakeholders, and all those who helped you plan and promote your event. Post a summary of media

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coverage on your organization's Web site. No matter the size or success of your event, remember that your efforts are key to educating the public about important health issues.

Last but not least, share your feedback and results with us here at healthfinder.gov. You can contact us at info@nhic.org or send us a tweet @healthfinder (<http://twitter.com/healthfinder>). 



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